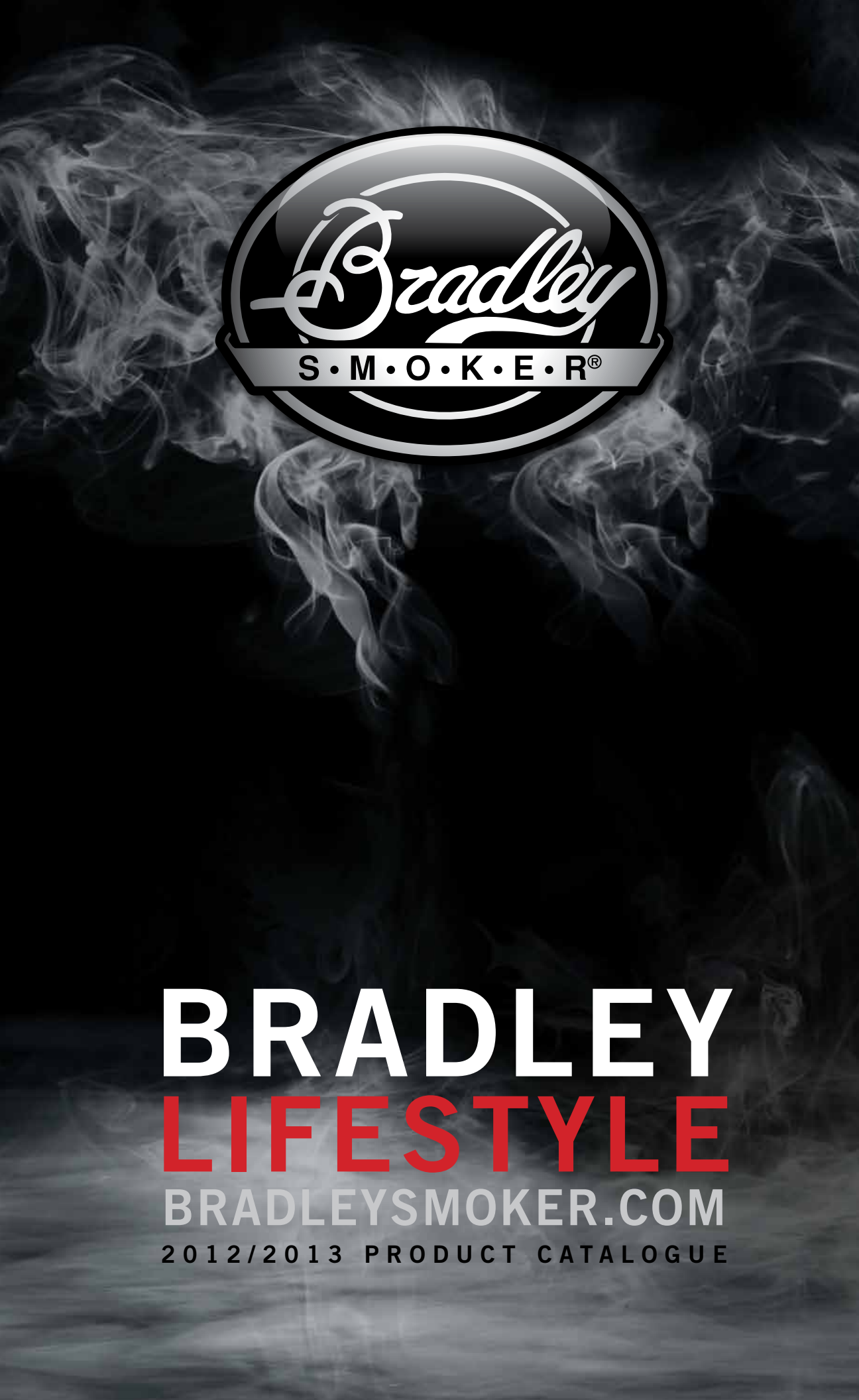


BRADLEY LIFESTYLE

BRADLEYSMOKER.COM

2012/2013 PRODUCT CATALOGUE

WELCOME TO THE WORLD OF BRADLEY!

Thank you for taking the time to look through our new and expanded version of the Bradley dealer catalogue. We hope you find it useful, as it is filled with many new ideas and exciting products. If you need even more information or recipe suggestions, we recommend that you visit our web site at www.bradleysmoker.com. Bradley Smokers are world famous for providing succulent and rich smoke flavored B.B.Q 's that are free from that bitter and over-cooked taste that you get from other smoker brands.

"The ease of using our quality Bradley Smoker will win over even your most discerning customers and backyard chefs!"

Wade Bradley

BS611

BTIS1

BTDS76P

BTDS108P

THE BLACK BRADLEY SMOKER CODE : BTIS1

A uniquely convenient unit, light enough to carry and easy to use. The Bradley Smoker gives food a clean smoke, seasoned flavor and with no aftertaste. While other smokers need to be tended constantly, the Bradley Smoker automatically produces smoke for up to 8 hours safely and requires little attention.

ORIGINAL BRADLEY SMOKER CODE : BS611

For years now, Bradley has created world class smokers, and this one surely won't disappoint. The Bradley BS611 Original has several features like stainless steel interior, 4 removable racks and simple to use temperature controls to mention just a few.

4 RACK DIGITAL SMOKER CODE : BTDS76P

Customers will love the easy-to-use digital control panel. The display screen and easy instructions mean they can press a few buttons and walk away knowing that their food will be prepared to perfection. It's big enough for your customers who are planning to entertain and light enough to be moved around easily.

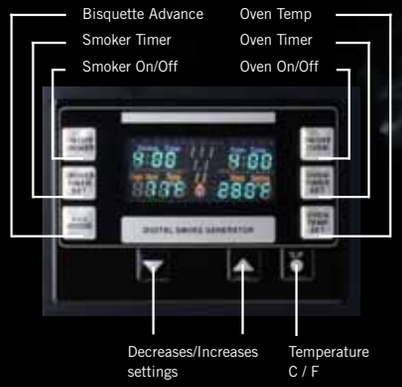
6 RACK DIGITAL SMOKER CODE : BTDS108P

6 Rack Digital Smoker will make your culinary pursuits a pleasure. Our largest unit has 50% more space than the 4 rack. Digital technology means that temperature, time, and smoke are now completely controllable. Users can decide how much smoke they want, how long their food is going to be smoked for, and at what temperatures with the push of a button.

DIGITAL CONTROL PANEL

Now you can control smoking time and cooking temperature from this easy to set and read display. Set and walk away.

- Decrease and Increase time and temperature settings
- Change Temperature scales



"**Bigger and better!** Now we don't need all our regular systems to prepare smoked FOODS."

BRADLEY

SMOKING BISQUETTES

GREAT ON ANY BARBECUE, GRILL OR SMOKER!

NEW PACIFIC BLEND + WHISKEY OAK BISQUETTES

Introducing these 2 newest flavors of Bradley Bisquettes. Chef inspired and sure to provide mouth watering food!

Bradley S·M·O·K·E·R
48
Bisquettes
FLAVOR BY BRADLEY
Pacific Blend / Mélange du Pacifique
Chef Inspired for Seafood / Inspiration du chef pour les fruits de mer
Bradley Flavor Bisquettes
Bradley Flavour Bisquettes
Whiskey Oak / Whisky Oak

120 PACK Your customers can buy a 120 pack of Bradley bisquettes, save money, and get a whole summer's worth of smoking in one shot!

SMOKING BISQUETTES

Our smoking bisquettes are designed for use with any BBQ, grill or smoker. Bradley bisquettes will allow your customers to enjoy great smoke taste without the hassle of removing their grill top. Simple. Clean. Delicious!

Alder I 48	BTAL48	Alder I 120	BTAL120
Apple I 48	BTAP48	Apple I 120	BTAP120
Cherry I 48	BTCH48	Cherry I 120	BTCH120
Hickory I 48	BTHC48	Hickory I 120	BTHC120
Maple I 48	BTMP48	Maple I 120	BTMP120
Mesquite I 48	BTMQ48	Mesquite I 120	BTMQ120
Oak I 48	BTOK48	Oak I 120	BTOK120
Pacific Blend I 48	BTPB48	Pacific Blend I 120	BTPB120
Pecan I 48	BTPC48	Pecan I120	BTPC120
Special Blend I 48	BTSB48	Special Blend I 120	BTSB120
Whiskey Oak I 48	BTWOSE48	Whiskey Oak I 120	BTWOSE120
Variety Pack I 60	BT5FV60		

ENJOY OUR NEW PACKAGING!

BRADLEY

SMOKING BISQUETTES

GREAT ON ANY BARBECUE, GRILL OR SMOKER!

12 PACK SMOKING BISQUETTES

Bisquettes are easy to use and clean burning — with no extra clean up. Your customers can simply pick a 12 Pack of their favorite flavor, place 2 or 3 directly on a grill and cook as they normally would. Quick, easy and delicious! Available in Alder, Apple, Hickory, Mesquite.

Alder | 12	Apple | 12	Hickory | 12	Mesquite | 12
BTAL12	BTAP12	BTHC12	BTMQ12

COLD SMOKE ADAPTOR CODE : BCOLD

Cold Smoking creates a richer and more complex flavor than hot smoking. Until now, creating an effective cold smoker was complicated. The Bradley Cold Smoke Adaptor fits snugly between the smoke generator and smoking chamber and cools the smoke to the perfect temperature.

BRADLEY

COLD SMOKE ADAPTOR

COLD SMOKING MADE EASY!

SMOKE GENERATOR & CONVERSION ADAPTOR CODE : BTSG1

This highly adaptable unit allows your customers to retrofit almost any small structure into a smoke house. An old fridge with a hole in the side for the adaptor is ideal. This unit even comes with a blueprint for creating a smokehouse safely and easily.

“I’VE BEEN SMOKING FISH AND SAUSAGES IN A CONVERTED FRIDGE FOR YEARS AND I NOW SUPPLY 3 LOCAL DELI’S. WHAT STARTED OUT AS A HOBBY HAS BECOME A PROFITABLE BUSINESS!”

MEAT CURES

BRADLEY CURES

These easy-to-use cures can be used in a dry or liquid form. All flavors are packaged in air tight containers. Salt curing is a tradition as old and timeless as the mineral itself. This brand new line of Meat Cures is perfect for your customers who hunt or fish. Available in Maple, Honey, Sugar and Demerara.

Demerara	Maple	Honey	Sugar
800g/28oz.	800g/28oz.	800g/28oz.	800g/28oz.
CURE DEMERARA	CURE MAPLE	CURE HONEY	CURE SUGAR

BRADLEY
ACCESSORIES

WEATHER GUARD COVERS

WEATHER GUARD COVER FOR DIGITAL 4 RACK SMOKER

CODE: BTWRC

(Fits Original Bradley, Stainless Steel Smoker, and Digital 4-rack Smoker.)

WEATHER GUARD COVER FOR DIGITAL 6 RACK SMOKER

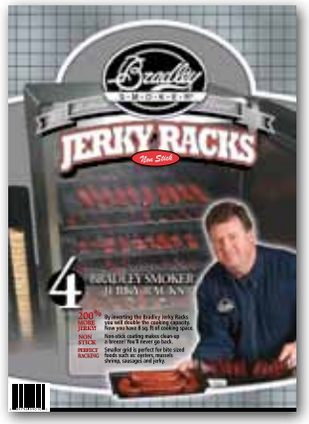
CODE: BTWRC108

(Fits Digital 6-rack Smoker.)

FOUR EXTRA RACKS

CODE : BT4XR

Doubles the area of most Bradley Smoker units. Simply invert the racks and set them on top of the existing racks. Smoking in bulk will not affect the seasoning and saves your customers time and money.



4 BRADLEY JERKY RACKS

CODE: BTJERKYRACK

Non-Stick Jerky Racks feature a smaller mesh opening, ideal for smoking items like jerky, oysters, almonds, vegetables and sausages.

DIGITAL THERMOMETER

CODE: BTDIGTHERMO

Compact and battery-powered, this programmable unit makes it easy to select the type of meat, cooking preference and accurate internal temperature. Take the guesswork out of roasting and smoking temperatures and make it perfect every time!

LYMAN LURE

CODE: BTLURE

Lyman Lures are available in over 130 color patterns. There are 2 sizes to choose from, 4 + 5. For best results with sizes 4 and larger, leave at least 25’ between your weight and the lure.

BRADLEY BLACK APRON

CODE: APRON NP

Heavy duty Bradley Apron is a wonderful all-round apron for grilling, smoking or just cooking in general.

BRADLEY HAT

CODE: BLACK CAP

Your customers will love this black, fully adjustable, one size fits all ball cap, with our famous Bradley logo embroidered on it. Great for in-store promotions, gifts, or incentives. Make sure you stock enough of this popular item.

NEW! BRADLEY SAUSAGE HOOKS

CODE: BTHOOK

Bradley Sausage Hooks are heavy duty chrome plated steel. The dual hooks are great for hanging sausages, fish, ribs or hams. For use in your Bradley Food Smoker or any other smoker. 4 hooks per package.

HEAT ELEMENT REPLACEMENT

CODE: BTHEAT

Always a good idea to keep several extra heat elements on hand for your loyal customers. These are quality original equipment replacements and are designed for use in all Bradley Smoker models. The instructions are printed on the box, and are easy to install ensuring many hours of enjoyment.

RECIPE COLLECTION VOL.1

CODE: RECIPE VOL 1

The Bradley Smoker Collector Recipe Collection is available to purchase in this easy to use fan-tail format. 56 recipes.

MARKETING & PROMOTIONS

PRINT ADVERTISING Bradley Smoker has been featured in trade magazines around the world. Our professionally designed advertising will enhance the look of your publication with our alluring imagery and clear messaging. Content and images that can be customized and are guaranteed to draw the eye, engage consumers and get results.

WEB AND PRINT ADVERTISING If you have pages with relevant content, we want to offer your audience a direct link to the finest Smokers and Smoking Accessories available worldwide. All our web marketing collateral can be customized to fit your website's design and layout.
(Also visit us at foodsmoking.com and smokeem.com)

TV COMMERCIALS Bradley Smokers' hilarious commercials are featured on the most popular hunting and fishing television networks - as well as throughout social mediums such as Youtube, MySpace, Facebook and others. The Bradley Smoker story is spreading, translating into solid brand recognition and developing new audiences through fringe mediums around the globe.

WHEN YOU ARE READY, PLEASE VISIT ONE OF OUR MANY TALENTED DISTRIBUTORS TO FIND OUT MORE ABOUT BRADLEY SMOKERS, SMOKING BISQUETTES, MEAT CURES AND MANY OTHER PRODUCTS WE OFFER.

Bradley S•M•O•K•E•R®

FLAVOR BY BRADLEY

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Monday through Friday

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Our phone lines are open
8:00 a.m. to 4:30 p.m. Central
Monday through Friday

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Europe : www.bradleysmoker.eu.com
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Russia: www.bradleysmoker.org

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